



HOW LONG CAN THE HONEYMOON LAST?

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Who is The Knot?

The Knot is the leading wedding resource, providing information and services to the \$70 billion bridal market.



- THE #1 WEDDING WEBSITE:
 - Indexed database of thousands of articles and 20,000 gown images
 - Loyal community
 - 10,000 local vendors in 60 U.S. markets
- MAGAZINES:
 - THE KNOT Magazine, distributed nationwide
 - The Knot Regional Magazines, covering 18 U.S. markets
- MULTIMEDIA:
 - Real Weddings from The Knot on Oxygen
 - Scripps Howard News Service, Ask Carley syndicated column to 70+ newspapers
 - Five Published Books with Random House and Chronicle
- COMMERCE:
 - The Knot Gift Registry, The Knot Wedding Shop

the knot

Resources for Data Collection

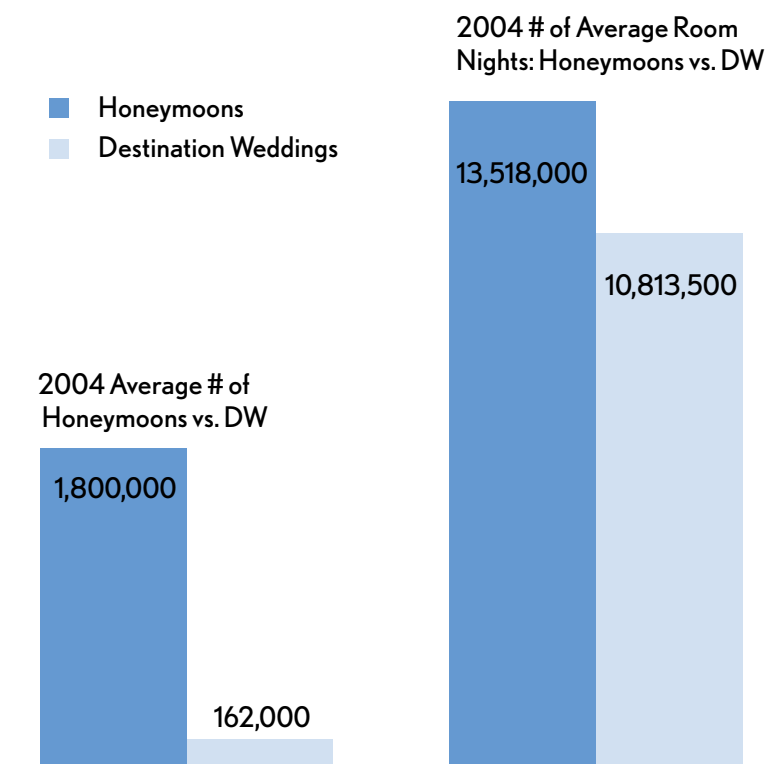
Information gathered for this presentation was collected from the following sources:



- KNOT DESTINATION WEDDINGS SURVEY, AUGUST 2004
 - 2,082 respondents
 - Had a destination wedding between June 2002 and July 2004
- KNOT EXIT SURVEY, JULY/AUGUST 2004
 - 9,115 respondents
 - Took a honeymoon between January 2002 and July 2004
- Publicly published information from comparative resources: Fairchild Bridal Group, Caribbean Wedding Association

Destination Weddings are on the Rise

In 2004, while Destination Weddings represented only 9% of all weddings, the total number of **Destination Wedding room nights** was close to that of total honeymoon room nights .



	2004 Ave. No. of Honeymoons	2004 Average No. of DW	2004 DW % of Honeymoon	Future Average DW	Future DW % of Honeymoon
# per Year	1,800,000	162,000	9%	216,000	12%
# of Rooms	1	17.8		17.8	
# of Nights/ Room	7.5	3.8		3.8	
Total Room Nights/year	13,518,000	10,813,500	80%	14,418,000	107%
No. of People	2	53		53	
Total People Per Year	3,600,000	8,586,000	239%	11,448,000	318%

Destination Weddings are on the Rise

Destination weddings have increased by over 200% within the past 10 years.
8% of couples taking destination weddings have attended one prior to their own.



REASONS FOR CHOOSING A DESTINATION WEDDING

We wanted a unique, memorable event for us and our guests	97%
We wanted a mini-vacation for us and our guests	82%
We wanted a more intimate wedding without offending family/friends	77%
We wanted to reduce costs	77%
We liked the ease of the wedding-planning process	76%
We wanted a neutral destination (not favoring either side of the family)	51%

Who's having destination weddings?

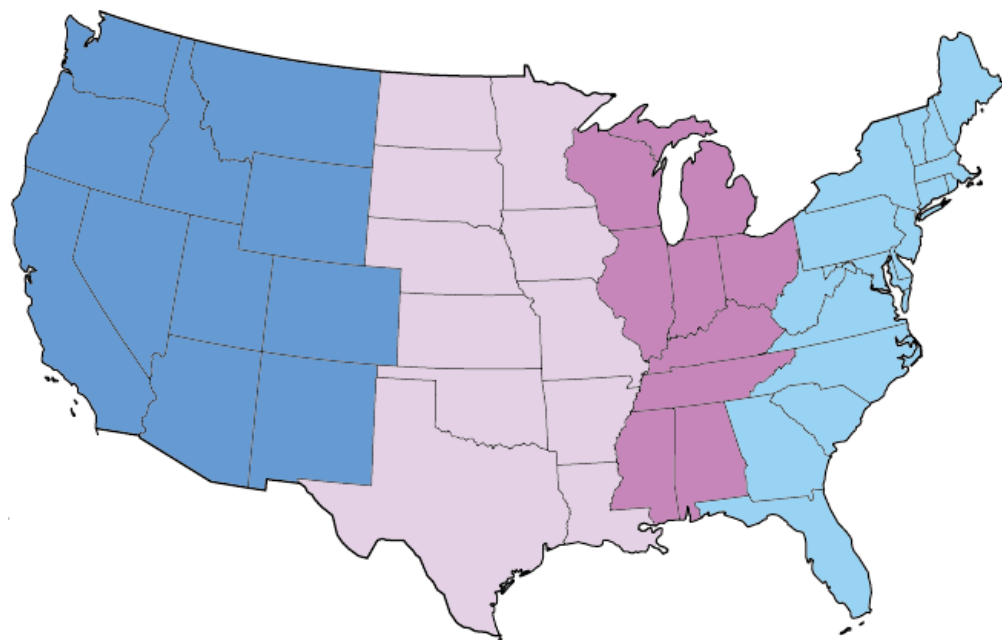
Couples that choose to have a destination wedding are virtually the same as those that are taking honeymoons. However, they have greater household incomes.



	Honeymooner Profile	DW Taker Profile
Age	28.3	29.4
1st Marriage	86%	81%
HHI > \$100,000	24%	28%
When did you book your trip? (Months in advance of wedding date)	5.2	7.1
Who had more influence?		
Made the choice together	80%	70%
Bride	13%	19%
Groom	7%	11%

Where are DW couples from?

Couples that choose to have a destination wedding come from all over the United States; just like their honeymoon-going counterparts. Primarily those having DWs come from the Pacific and South Atlantic regions.



Geographic Breakdown	Destination Wedding Profile
Mountain	7%
Pacific	<u>21%</u>
	28%
West N. Central	5%
West S. Central	<u>9%</u>
	14%
East N. Central	15%
East C. Central	<u>7%</u>
	21%
New England	5%
Middle Atlantic	13%
South Atlantic	<u>18%</u>
	36%

Hawaii for the DW Crowd: Dream versus Reality

Maui ranked #1 for dream destination weddings -- but it fell to 5th as a real location for destination weddings. Oahu rose in the ranks for actual destination weddings from 10th to 7th.



WHERE WAS YOUR DREAM VERSUS ACTUAL DW LOCATION? (32 CHOICES)

Dream DW Location

- 1 [Hawaii - Maui](#)
- 2 Las Vegas
- 3 Caribbean - Jamaica
- 4 Europe - Italy
- 5 [Hawaii - Kauai](#)
- 6 Caribbean - Bahamas
- 7 Mexico
- 8 Florida - Walt Disney World
- 9 Caribbean - Other
- 10 [Hawaii - Oahu](#)
- 14 [Hawaii - The Big Island](#)
- 27 [Hawaii - Lanai](#)
- 31 [Hawaii - Molokai](#)

Actual DW Location

- 1 Las Vegas
- 2 Florida - Other
- 3 Mexico
- 4 Caribbean - Jamaica
- 5 [Hawaii - Maui](#)
- 6 Caribbean - Other
- 7 [Hawaii - Oahu](#)
- 8 Florida - The Keys
- 9 Caribbean - Bahamas
- 10 [Florida - Walt Disney World](#)
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Cost Perception: The #1 Reason

Of couples polled, 58% did not consider Hawaii for their destination wedding. Cost was the primary reason why couples planning destination weddings either did not book or even consider Hawaii.

35% of couples planning a destination polled did not consider Hawaii due to its cost. 38% did not book due to cost.



	Consider	Book
Cost	35%	38%
Inconvenient for our guests	18%	18%
We returned to a location we previously visited	14%	13%
Preferred resorts/hotels in other regions	4%	3%
Preferred all-inclusive options in other regions	4%	4%
We had been to a Hawaiian Island and wanted to experience something different	4%	4%
Negative Reviews	1%	0%
Other reason	21%	20%
	100%	100%

Researching the Options

The top 3 most helpful methods of researching the region for those planning DWs are: Resort/hotel websites, wedding-related websites and message boards, and travel-related websites and message boards

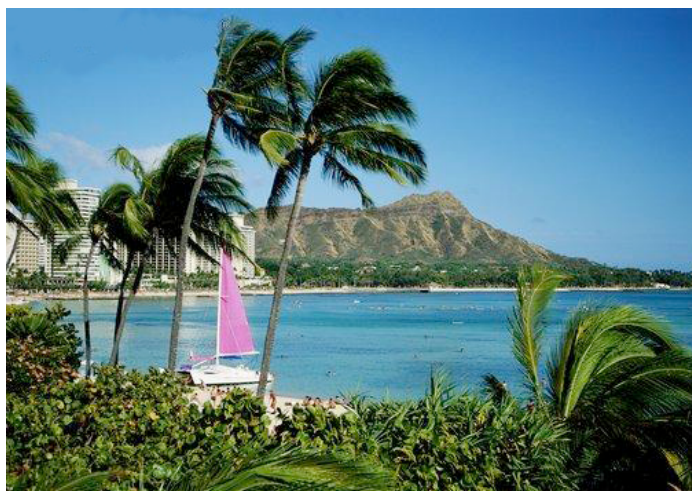


HOW HELPFUL WERE THE FOLLOWING SOURCES OF INFO WHEN RESEARCHING THE REGION FOR YOUR DW?

	Total	V. Helpful	Helpful
Resort/hotel websites	85%	45%	40%
Wedding-related websites and message boards	83%	47%	37%
Travel-related websites and message boards	73%	34%	40%
Friends	69%	28%	42%
Family members	66%	30%	36%
The local visitors bureau	58%	23%	35%
Magazine stories	48%	12%	36%
Travel agent	39%	19%	20%
Magazine advertisements	39%	10%	28%
Television shows	25%	7%	19%
Television advertisements	20%	5%	15%
Newspaper stories	18%	4%	13%
Newspaper advertisements	17%	6%	12%

Researching the Options (cont.)

The top 3 most helpful methods of researching the resort/hotel for those planning DWs are also: Resort/hotel websites, wedding-related websites and message boards, and travel-related websites and message boards



INFORMATION WHEN RESEARCHING THE RESORT/HOTEL FOR YOUR DW?

	Total	V. Helpful	Helpful
Resort/hotel websites	81%	43%	38%
Wedding-related websites and message boards	77%	40%	37%
Travel-related websites and message boards	68%	30%	38%
Friends	63%	27%	36%
Family members	61%	28%	33%
The local visitors bureau	52%	23%	29%
Magazine stories	39%	11%	28%
Travel agent	36%	19%	17%
Magazine advertisements	32%	9%	23%
Television shows	24%	7%	17%
Television advertisements	18%	5%	13%
Newspaper stories	18%	6%	12%
Newspaper advertisements	16%	5%	11%

Choosing the Resort

Cost was overwhelmingly important to couples choosing the resort or hotel for their destination weddings. Simple, inexpensive wedding packages and activities were also very important factors.



HOW IMPORTANT WERE THE FOLLOWING CRITERIA WHEN CHOOSING THE RESORT OR HOTEL FOR YOUR DW?

	Total	Very Important	Important
Cost	91%	55%	36%
Simple, inexpensive wedding packages	71%	37%	33%
Pre- and post- wedding activities for our guests	69%	32%	37%
Full-services wedding coordination, including wedding planners and access to local vendors, for a more elaborate wedding	65%	40%	25%
Assistance with marriage license requirements, notarization, etc.	57%	31%	26%
All-inclusive	40%	23%	17%

Booking the Destination Wedding

Couples booking destination weddings tend to book directly with the airline/resort/hotel.



HOW DID YOU BOOK YOUR DESTINATION WEDDING ARRANGEMENTS (ACCOMODATIONS/FLIGHTS)?

Over the phone directly with the airline/resort/hotel	24%
Combination of phone/Internet directly with airline/resort/hotel (without a travel agent)	23%
With a local travel agent (in person or over the phone)	21%
Combination of phone/Internet directly with airline/resort/hotel (with travel agent)	12%
With an online travel website (Travelocity, Orbitz, Expedia, etc.)	10%
On the Internet directly with the airline/resort/hotel	7%
With a large, national travel agent (AAA, American Express, Liberty Travel, etc.)	3%
	100%

Conclusions



- Destination Weddings will continue to grow
- Destination Wedding revenue will exceed Honeymoon revenue
- Hawaii is losing marketshare to Vegas, Florida, Mexico and the Caribbean
- Cost: Perception versus Reality
- To be competitive, Hawaii needs to market toward Destination Weddings